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Faculty of tourism and business logistics –  
Gevgelia**

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First International Scientific Conference  
ISCTBL**

# **CHALLENGES OF TOURISM AND BUSINESS LOGISTICS IN THE 21ST CENTURY**



**Gevgelia, 24-25 October 2017 & Shtip, December 2017**



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**Faculty of tourism and business logistics – Gevgelija**

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## PREFACE

The Faculty of Tourism and Business Logistics in Gevgelija, at the Goce Delcev University - Stip, hosted the First International Scientific Conference, "Challenges of Tourism and Business Logistics in the 21st Century".

The conference was held on 24 and 25 October 2017 in Gevgelija with an optional visit to Dojran - Dojran Lake.

32 works of 60 authors from Serbia, Latvia, Turkey, Poland, Bulgaria, Kosovo and Macedonia were presented at the Conference.

The purpose of the Conference is exchange of ideas and experiences of the participants coming from Macedonia and abroad, and establishment of cooperation for further development of tourism and business logistics in Macedonia and beyond.

The results of the Conference are visible through publication in a collection of papers, which is presented to a wider scientific audience and the public.

In this way, we want to promote the Faculty of Tourism and Business Logistics, to promote Gevgelija and Dojran as the most visited settlements in the south-eastern part of Macedonia.

Gevgelija - Stip,  
December 2017

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# THE MODERN ENTREPRENEURSHIP IN THE PROCESS OF MODERN TOURISM DEVELOPMENT IN THE REPUBLIC OF MACEDONIA AND MUNICIPALITY OF GEVGELIJA

Marija Magdinceva-Sopova<sup>1</sup>; Kiril Postolov<sup>2</sup>; Risto Elenov<sup>3</sup>

## Abstract

*Tourism is a measure of the development of the main factors that influence the outcome of socio-economic advancement. Since modern tourists are increasingly returning to nature and tradition, the development of rural tourism is associated with the representation of small enterprises, as an opportunity for creating an appropriate offer and a sustainable concept of economic development. Therefore, the rural tourism sector is one of the sectors that have the potential for fast and sustainable economic growth in the Republic of Macedonia and the Municipality of Gevgelija.*

*The aim and subject of research in this paper is focused on studying the impact that the concept of modern entrepreneurship has in the development of rural tourism as an alternative form of tourism development in the Republic of Macedonia and the Municipality of Gevgelija.*

*Practical research that will be carried out within this paper, the real situation from the aspect of the influence of the concept of contemporary entrepreneurship in the development of rural tourism will be realized and confirmation of the basic hypothesis that modern entrepreneurship encourages the development of rural tourism as a concept that enables achievement on sustainable economic development in the Republic of Macedonia and encouraging the development of other forms of tourism.*

**Key terms:** *rural tourism, modern entrepreneurship, small and medium size enterprises, sustainable economic development.*

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## Introduction

The pronounced globalization processes and the high degree of industrialization in every segment of society creates the need for people to escape from overwhelming everyday commitments and dynamic developments. Tourism is one of the areas that has the greatest potential for generating growth and employment, and rural tourism as an area in tourism with undiscovered potential for development. The tourism sector employs 9 million people from EU Member States, representing 6% of the total number of employees and accounting for 5.5% of GDP. <sup>1</sup> As modern tourists are increasingly returning to nature and tradition, the development of the rural tourism is associated with improvement of the quality of life in rural areas, promotion of activities in the agriculture and forestry sector, and increase of care for environment protection. From the aspect of financial positioning, the rural areas are characterized by lower average income per capita and less developed service sector on one hand and greater natural values beautiful natural places for recreation and leisure that are attractive to tourists if they can offer adequate services and infrastructure, on the other hand. The attractiveness and the need to flee from the overwhelming degree of digitization and industrialization make people increasingly choosing rural tourism as a way of rest. The basis for the successful operation of the enterprises is the continuous introduction of new ways and forms of work and improvement of the existing business processes. Small enterprises that apply the concept of modern entrepreneurship provide active support for the sustainability of the economic and social aspects of the environment as a key factor for competitive rural destinations, creating new jobs as well as preserving natural and cultural beauties. Through the concept of corporate entrepreneurship in the work, team work is encouraged and the efficiency of the operations of the enterprises is increased. Joint work on the future of European tourism sets out five basic components for tourism industry development: information, staff training, quality, sustainable development, and new technologies.<sup>2</sup> Entrepreneurship encourages the process of creating a tourist offer, and the concept of modern entrepreneurship enables the discovery and harnessing the potentials for rural tourism development. As a result, many enterprises are reluctant to rapidly alter the technical conditions and requirements of consumers through entrepreneurial behavior.<sup>3</sup>

The representation of the entrepreneurial initiative in the field of rural tourism expresses the entrepreneurs' determination to an innovative way of organizing the work and providing an appropriate tourist offer in the rural areas.

The stated goals can be established by enterprises if measures are taken to stimulate and support the development of rural tourism, measures for strengthening the development of sustainable tourism, promoting the Republic of Macedonia and the Municipality of Gevgelija as an attractive rural destination.

### Characteristics of contemporary entrepreneurship

Modern entrepreneurship is a concept in development and way of acquiring and retaining a competitive advantage. Contemporary, corporate entrepreneurship encompasses activities that include novelties in operations, new resources, new customers, new markets or different, new combinations of resources, consumers, and markets. <sup>4</sup> Entrepreneurial-

oriented management continually introduces an innovative culture of behavior and organizational changes structure and way of thinking among all employees, managers, and employees of the company.

The new trends in demand for new products and services have encouraged the development of modern entrepreneurship, as a process that forces companies to think about taking advantage of opportunities. Contemporary entrepreneurship extends the notion of entrepreneurship and entrepreneurship from a person-entrepreneur and an entrepreneur to the enterprise as a whole and organizational relationships based on teamwork.<sup>5</sup> The basis for creating and maintaining a competitive advantage consists in the ability to create an appropriate organizational structure that fosters entrepreneurial behavior and commitment to innovation and flexibility to change and market demands.

The application of the concept of modern entrepreneurship depends on the considerations and decisions of the entrepreneur or the management of the enterprises. The entrepreneur creates the strategy for work and implements market principles in the work that are based on continuous improvement of the work and knowledge of all employees.

Modern entrepreneurial approach in work application and original work processes enable enterprises to adapt to the challenges of contemporary globalization and economic integration. Each enterprise must be able to simultaneously perform three important tasks - to promote, expand and innovate.<sup>6</sup>

### Modern entrepreneurship as a prerequisite for the development of rural tourism

Tourism development is considered a significant development priority because it offers numerous business opportunities and job openings, but also because it allows achieving the goals in economic development.

Macedonia as a mountainous country with many villages, with mild climatic conditions, with rich forests, excellent landscaping values of the relief, rich hydrography and traditional gastronomic offer has great potential for development of rural tourism as a form of alternative tourism. In addition to natural resources, the Republic of Macedonia is characterized by a pronounced offer of natural and cultural-historical heritage that makes the Republic of Macedonia and the Municipality of Macedonia a recognizable rural destination in the region and beyond.

Rural tourism in all its forms (village, eco, cultural, monastic, wild sports, ethno-gastronomic, hunting, spa tourism, etc.) is underdeveloped and very little known. This form of tourism generates enormous influence on the local economy and the socio-cultural aspects of rural areas on the one hand and the opportunities for the population living in those areas on the other.<sup>7</sup>

The contemporary concept of entrepreneurship is one of the possible ways to encourage the development of rural tourism which will contribute to rural development and preservation of rural areas and rural heritage. The impact of this process is reflected through: creating income and job creation, cooperation and exchange between rural and urban areas, cooperation between local institutions and tourism entities by creating a platform for cooperation and public private partnerships, stimulating and supporting processes and

building physical infrastructure that process indirectly reflects business development opportunities, increasing the diversity of economic activities and building an environment and culture, and that will increase considerations of value those of areas. Culture is compatible with other aspects of governance and organization.<sup>8</sup> The developing concept of rural tourism can be realized through continuous monitoring of work processes, evaluating the offer, evaluating the needs of tourists, providing conditions for meeting the needs exactly on time and place, creating an appropriate team for work and continuous education of human resources.

Rural or village tourism is an indicator of the regional development of the country, which contributes to reducing the difference in the economic development of the regions, creating new jobs and cooperation among enterprises as economic participants. Entrepreneurship as a process enables to support economic development through the development of rural tourism and construction of the necessary infrastructure. The geographical location of the Municipality of Gevgelija is an opportunity for strengthening the potential for development of tourism in the border region and increasing the number of foreign visitors, promotion of activities for nature and cultural protection, encouraging contacts between tourism entities on local, regional and national level, assistance and support in the implementation of financial programs for rural development and development of the necessary infrastructure. The identity of the enterprises that apply corporate entrepreneurship differs according to the five basic elements: autonomy, innovation, pro-activity, competitive aggressiveness and risk taking.<sup>9</sup> The rural development process is facilitated by promoting sustainable development and protection, promotion and promotion of natural resources and eco-systems, implementation of a policy for the protection of the environment, sustainable management of natural resources and respect for the following principles in the work: "from man to nature "And" nature for man ".

## Methodology of the research

Rural tourism as an alternative form for tourism development is one of the fastest growing sectors of tourism. In carrying out a practical research that was conducted in order to perceive the influence of the concept of modern entrepreneurship in the development of rural tourism as well as the influence of small enterprises in achieving sustainable economic development in the Republic of Macedonia and encouraging the development of other forms of tourism. From the methodological point of view, the survey questionnaire is applied in the research. The questionnaire consists of 10 questions. The survey was conducted in 105 small enterprises that perform a certain tourist activity in the period from 01.06.2016. until 30.06.2017. on the territory of the Republic of Macedonia. Of the 105 small enterprises surveyed, 92 companies showed interest and answered the questionnaire questionnaire.

The survey was conducted in order to perceive the real situation in terms of the willingness of small enterprises to offer appropriate services in the field of rural tourism, to introduce innovations in the work in the field of rural tourism, to use the natural opportunities and to implement educational programs.

## Results of the research

From the conducted research within enterprises that perform a certain type of tourism and catering activity in the Republic of Macedonia the total number of received observations on each question is that the sample under examination was composed of 92 companies that actively participated in the survey and responded to the questionnaire.

According to the descriptive statistics and the answers received on each question, it is concluded that the first question - Do you follow the new trends and phenomena in the field of tourism?, the majority of the enterprises involved in the survey or exactly 67 companies answered that they are following the new trends and phenomena in tourism and only 25 enterprises consider that they are not sufficiently informed about the modern development trends in tourism.

To the question "Are you informed about the needs of modern tourists?", The majority of the enterprises responded positively, ie 79 companies said they were trying to be informed about the needs of the tourists and only 13 companies were not informed about the needs of the modern tourists.

To the next question - Are you innovating and new forms of work? 65 companies have declared that they are constantly introducing new ways of working, and 27 enterprises responded that they rarely introduce changes in their operations.

The fourth question - Are you planning to open new jobs in the field of rural tourism?, the answers received are almost identical to the previous question, ie those companies that plan to introduce innovations and new forms of work, plan to create new jobs, which means that 65 companies have declared that they will create new jobs and 27 companies have declared that they do not plan to open new jobs in the field of rural tourism.

To the question "Are you informed about the country's support for the development of rural tourism?" 68 enterprises responded that they were not informed about the country's support for the development of rural tourism, and only 25 companies have information about the support from the institutions.

On the question - Do you practice the concept of team work and cooperate with travel agencies?, most enterprises or 68 companies have declared that the success of the operations of companies from the tourism sector depends on practicing teamwork and cooperation with travel agencies, and only 25 companies that do not cooperate with travel agencies think that teamwork has no impact on the work.

To the next question - Do you need programs for education and improvement in the field of rural tourism, the majority or 71 entrepreneurs answered that they need vocational education in the field of rural tourism, and only 21 entrepreneurs have no interest in attending vocational training and education.

To the question - What are the limiting factors for investing in the field of rural tourism?, The majority of the surveyed 74 entrepreneurs stated that the lack of information about rural tourism represents a limiting factor for investment.

Before the last question - Do you think that the success of the work depends on the introduction of new products and services in accordance with the needs of modern tourists?,

74 companies believe that the success of the work depends on the monitoring of new trends and phenomena and the creation of an appropriate offer and only 18 enterprises are uninterested in introducing new products and services.

On the tenth question - Do you consider that the development of rural tourism can contribute to achieving a state of sustainable economic development ?, the majority of the surveyed 58 entrepreneurs stated that rural tourism contributes to achieving a state of sustainable economic development and 35 entrepreneurs disagreed.

## **Conclusion**

Modern trends in the development of tourism on a global scale reveal new content and values for research in terms of the opportunities for growth and development, the needs of tourists and entities that can participate in the performance of certain activities in this sector.

Innovation and competitiveness, sustainability, socially responsible development of rural prospects represent an opportunity to promote and position the Republic of Macedonia as an attractive rural destination, who are involved in this activity and the realized revenues.

Rural tourism is increasingly attracting tourists as a result of their rising demand for escape from stressful and dynamic events and the desire to experience and explore natural destinations.

Growth opportunities offered by rural tourism are encouraging enterprises to introduce certain values for overcoming the current situation and achieving synergies in the development of rural tourism.

Based on the results obtained from the analysis and the conducted research on the representation of the concept of modern entrepreneurship in the rural tourism sector through the perception of the real situation from the aspect of the way of organization, representation of team work, introduction of new forms of work, possible ways of financing of the new business processes, it can be concluded that most of the surveyed companies consider that the introduction of innovation in the operation is a development concept in the operation that the transport allows for jobs creation. Also, practicing team work and introducing a new tourist offer tailored to the needs of modern tourists, indicates a change in the traditional concept of work of the enterprises involved in this sector. The obtained results from the conducted research confirm the established hypothesis that modern entrepreneurship stimulates the development of rural tourism because it enables continuous introduction of innovative ways of organizing work and encouraging the entrepreneurial concept of corporate behavior. The companies believe that the limiting factor for development is the insufficient information about the possibilities for financing the business and lack of a platform for information exchange in this sector.

The challenges for the development and improvement of the enterprises involved in the rural tourism sector can be realized through the introduction of original work processes, modern management approach, and detection of potential development segments through the



application of an appropriate system of information exchange, experience and educational programs.

Rural tourism is a sector that can have a great impact in achieving sustainable development of rural areas. The sustainable concept of rural tourism is related to the implementation of an information system for the exchange of information between the enterprises involved in this sector, tourism entities, rural tourist destinations, local and national institutions. The modern business model for the development of rural tourism consists in "discovering" and getting to know the rural destinations in the Republic of Macedonia, promoting a culture for rural tourism and activating the promotion of rural destinations, targeting tourist trips to non-traditional destinations and fostering sustainable ways to finance business at the state and regional level.

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